

GRIFFIN W. COTTLE

University of Missouri-Kansas City
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EDUCATION

- 2016–Present Ph.D. Candidate in Entrepreneurship & Innovation, University of Missouri-Kansas City, Henry W. Bloch School of Management
Committee: Brian Anderson (Chair), Jeff Hornsby, Mark Parry, Ishrat Ali
Dissertation: *Capturing the strategic pivot: Identifying the performance outcomes of new venture pivots. Addresses the methodological issues associated with identifying strategic pivots in early-stage, high-growth firms, and develops a Bayesian model of pivoting's impact on customer traction by mining data on dozens of early-stage ventures from 2009 to 2017.*
- 2008–2009 M.P.A., Syracuse University, Maxwell School of Citizenship & Public Affairs
- 2007 B.A. in History, *with Distinction*, University of Colorado–Denver
- 2004 B.A. in Philosophy, Ethics & Public Policy, University of Northern Colorado

ACADEMIC POSITIONS

- 2016–2019 Research Associate, *University of Missouri-Kansas City*, Henry W. Bloch School of Management – Kansas City, MO
- 2015–2016 Adjunct Professor/Interim Chair, *Simmons College of Kentucky*, Department of Business and Entrepreneurship – Louisville, KY
- 2012–2015 Director, Small Business & Entrepreneurship Center, *Jefferson Community and Technical College* – Louisville, KY

MANUSCRIPTS UNDER REVIEW

Ali, I., and Cottle, G. (2018). Reconceptualizing entrepreneurial performance: The creation and destruction of value from a stakeholder capabilities perspective. Under revision at *Journal of Business Ethics*.

Lee, C.K., Cottle, G., Simmons, S.A., Wiklund, J. (2018). Untangling the effects of institutions and individual attributes on high-growth entrepreneurship. Under revision at *Small Business Economics*.

Cottle, G., and Anderson, B.S. (2018). The temptation of exaggeration: The line between preparedness and misrepresentation in entrepreneurial pitches. Under review at *Journal of Management*.

CONFERENCE PRESENTATIONS

Cottle, G. (2019). Capturing the strategic pivot: Identifying the performance outcomes of new venture pivots. Babson College Entrepreneurship Research Conference, Boston, MA.

Cottle, G., and Anderson, B.S. (2019). The impact of exaggeration on investor decision-making: Legitimacy and funding in entrepreneurial pitches. Babson College Entrepreneurship Research Conference, Boston, MA.

WORKS IN PROGRESS

Cottle, G. What does pivoting lead to, and when? A competing risks analysis of new venture survival, failure, and exit. Targeted at *Strategic Management Journal*.

Cottle, G. Social group theory and entrepreneurial ecosystems: Bridging the top-down and bottom-up approaches. Targeted at *JBV Insights*.

TEACHING

Overall Instructor Rating: 4.63/5.0 (avg. 34 students/course)

ENT 215: Introduction to Entrepreneurship	University of Missouri-Kansas City
ENT 315: Entrepreneurial Mindset and Opportunity Recognition	University of Missouri-Kansas City
ENT 361: New Product Development	University of Missouri-Kansas City
ENT 460: Creating the Enterprise (TA)	University of Missouri-Kansas City

Previously Taught Courses

BUS 102: Corporate Responsibility & Ethics	Simmons College of Kentucky
BUS 201: Foundations of Management	Simmons College of Kentucky

PROFESSIONAL EXPERIENCE

Consultant	Regnier Institute for Entrepreneurship & Innovation, 2018
Owner/Cofounder	New Venture Food Co., LLC, 2014-2016
Project Director	National Association for Community College Entrepreneurship, 2013-2015
Business Development Specialist	Center for Microenterprise Development, Jewish Family & Career Services of Louisville, 2010-2012
Consultant	Academy for Educational Development, 2009
Research Assistant	Center for Policy Research, Syracuse University, 2008

TRAININGS & CERTIFICATIONS

Experiential Classroom, Warrington College of Business, University of Florida	2018
Certificate, Digital Media Marketing, New York University (SCPS)	2014

SOFTWARE

Contributor, rcrunchbase: An R client for the CrunchBase API – github.com/gwcottle/rcrunchbase

SERVICE ACTIVITIES

Co-Chair, Regnier Venture Creation Challenge	2017-19
Ad-Hoc Reviewer, Journal of Business Venturing	2017-18
Presenter (Recurring), Bloch Venture Hub	2018
Coach, Aaron A. Levitt Social Entrepreneurship Challenge	2016-17
Sponsorships Chair, Venture Connectors of Louisville	2014-16
Mentor, Village Capital AgTech Accelerator	2014-15
1 st Place (Coach), Idea State U–New Ventures Competition	2014
Member, Honorable Order of Kentucky Colonels	2013